

CLAIMS:

1. A liquid crystal display displaying, using a liquid crystal display panel, an image responsive to input image data, comprising:

driving means for driving the liquid crystal display panel in either an impulse drive mode or a hold drive mode, (i) in the impulse drive mode an image display period for performing display according to the input image data, and a monochrome display period for performing display according to previously-specified monochrome display data being generated within an input image data rewriting period for writing in each pixel of the liquid crystal display panel, while (ii) in the hold drive mode display according to the input image data being always performed within the rewriting period without setting the monochrome display period;

switching means for switching between the modes for driving the liquid crystal display panel by the driving means; and

means for varying a gradation voltage to be applied to the liquid crystal display panel corresponding to the input image data in accordance with a mode for driving the liquid crystal display panel.

2. The liquid crystal display of claim 1, wherein  
the means for varying the gradation voltage varies a  
reference gradation voltage for driving the liquid crystal  
display panel.

3. The liquid crystal display of claim 2, further  
comprising:

a storage section storing sets of reference gradation  
voltage data previously specified.

4. The liquid crystal display of any one of claims 1  
through 3, further comprising:

means for detecting a temperature in the liquid  
crystal display; and

means for varying a gradation voltage to be applied  
to the liquid crystal display panel, in accordance with the  
input image data and the detected temperature in the  
display.

5. The liquid crystal display of any one of claims 1  
through 3, wherein

the switching means switches between the modes for  
driving the liquid crystal display panel in accordance with  
a user's instruction.

6. The liquid crystal display of any one of claims 1 through 3, wherein

the switching means switches between the modes for driving the liquid crystal display panel, in accordance with a result of detecting an amount of movement of the input image data or a result of detecting a status of connection with a device for inputting the input image data.